Customize Link Preview Content on Page Posts
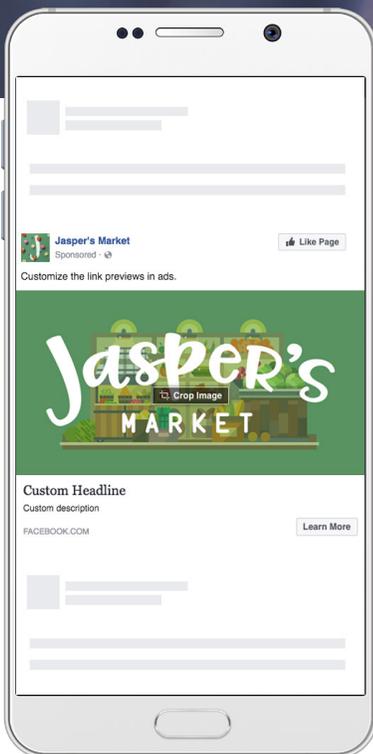
Page posts with custom link preview content are still possible.

Changes to Editing Link Previews

In an effort to discourage fraudulent activity on Facebook, we are changing the process to customize the headline, display link, description, and picture in Page post links. Pages previously had the ability to customize preview information when posting a link via the Page composer or Page Post tool. Most Pages used this capability to ensure their link previews included attention grabbing headlines and images. However, some bad actors would modify the link preview in ways that mislead users.

By removing the ability to customize link metadata (i.e. headline, description, image) from all link sharing entry points on Facebook, we are eliminating a channel that has been abused to post false news.

We understand that many advertisers have workflows that rely on overwriting link preview metadata to customize how their content appears to audiences on Facebook. We're committed to a solution that supports them.

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How to Modify Link Previews

OPTION 1) EDIT OPEN GRAPH TAGS

Advertisers that control the destination links they are posting can customize metadata we use to generate previews. Once this metadata is updated on the site, the Facebook Crawler will populate new preview information. You can review a site's Open Graph content using the Sharing Debugger.

OPTION 2) POST CONTENT AS AN AD

All Facebook ads go through an ad review process to catch any misleading preview information. Because ads go through this additional review **we are not removing the ability to modify link previews in ad posts.**

OPTION 3) CREATE AN AD, THEN PUBLISH THE AD USING THE PAGE POST TOOL

Publishers or content creators can still publish organic posts with modified link previews if their post is first created as an ad and subjected to our ads review. Once your ad has been launched it will go through ads review and the Page Post tool can then be used to publish your ad on the Page. If you do not wish to run the ad as a sponsored post you can pause the campaign before creating the ad.

STEP 1

Create your post as a link ad in Ads Manager. Within the create flow process you will be able to submit a custom image (or video), headline, link description, and URL.

STEP 2

Launch your ad. You must publish your ad for it to proceed to the ads review process.
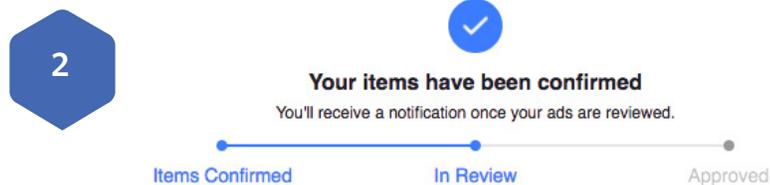
STEP 3 (OPTIONAL)

If you do not wish for your ad to run as a sponsored post, pause the campaign within Ads Manager.
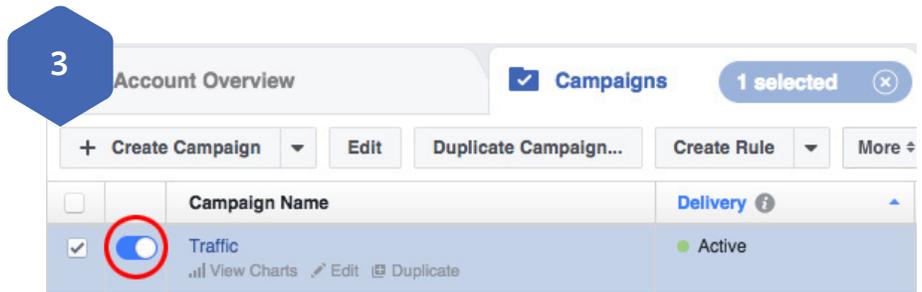
STEP 4

Open the Page Post tool in Business Manager.
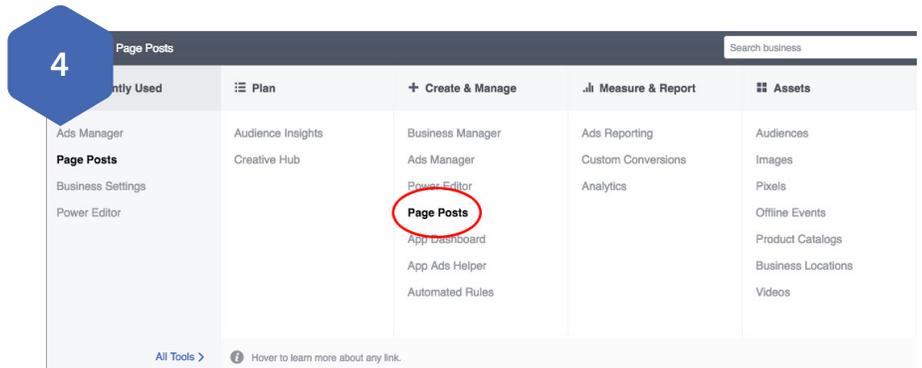
STEP 5

Publish the Ads Post you just created. This action will publish your ad with its custom link preview to your Page.
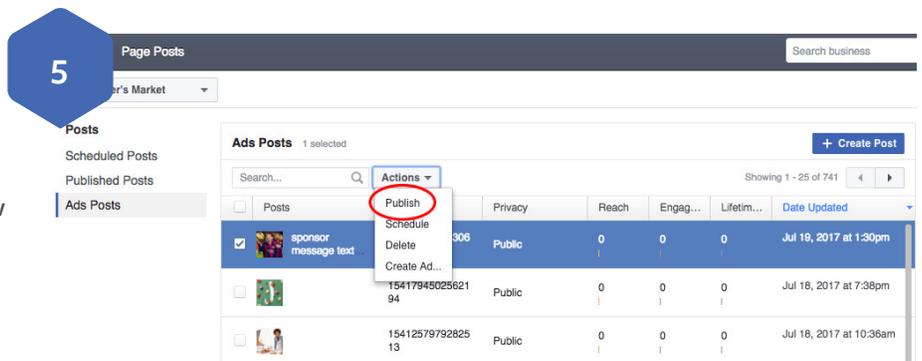
Why did this process change?

We understand this workflow is more complex than the previous process of editing link preview content within the Page composer. However, we felt it was necessary to remove the ability to change link previews, without proper reviews in place, to protect users from misleading information. We will continue working to find the best solution to simplify publishing while ensuring a good experience for our users.

TIP

If you want to create an ad mockup for client approval try using the Creative Hub.

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